



**COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT**

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SURVEY TO ASSESS MAUI'S ECONOMIC IMPACTS FROM CRUISE SHIPS

The Mayor's Cruise Ship Task Force has asked us to do a survey to assess the economic impact of cruise ships. Please answer the following questions and return by facsimile at 270-7995 by **February 11, 2004**.

TYPE OF BUSINESS: ☐ Retail ☐ Restaurant ☐ Clothing
 ☐ Gift ☐ Jewelry ☐ Activity
Other (please describe): _____

LOCATION OF YOUR BUSINESS: _____

APPROXIMATE DISTANCE FROM KAHULUI HARBOR: _____

When a cruise ship is here for ONE day, the estimated positive economic impact to my business is: _____ % increase.

When a cruise ship overnights in Kahului, the estimated positive economic impact to my business is _____ % increase.

If you have not experienced a positive economic impact to your business, how can the County of Maui and its partners assist you in generating a positive economic impact? _____

_____ If this is implemented, I estimate a _____ % increase in business.

Is the average purchase by a cruise ship passenger more or less than your regular average sale?

Is the average purchase by a cruise ship crew member more or less than your regular average sale?

Retail stores: Do you merchandise your store specifically for the cruise ship?

OTHER COMMENTS/SUGGESTIONS: _____

